

MAJOR FUNCTION

This is technical and professional web development work designing, developing, implementing and maintaining the City's website for internal and external users. The incumbent works closely with project managers, other technical staff and functional representatives of City departments to assist them in creating effective web solutions. Work is performed under the supervision of the Marketing and Public Information Manager and is reviewed for achievement of desired results through regular status meetings and written reports.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES**Essential Duties**

Designs, develops and maintains the City's extensive internet site including the website's content, appearance and function. Defines site objectives by analyzing user requirements and envisioning system features and functionality by meeting with and providing guidance to City departments regarding their web presence; organizing content, coordinating requirements, activities and application project schedules for internal clients; developing improved customer services/tools; working closely with ISS for technical support; developing web graphics; and training department content providers. Performs detailed analysis and evaluation, and makes recommendations to resolve simple to complex business problems with the appropriate technology. Designs and develops user experience via the internet by setting expectations and feature priorities throughout the website's continuous lifecycle. Determines design methodologies and tool sets needed to provide the highest level user experience. Produces solutions using various programming languages and/or software products, specifically, content management systems. Plans, organizes and conducts meetings as needed with technical and functional resources. Coordinates the testing and implementation of web-based solutions with all appropriate parties. Troubleshoots errors and production problems across multiple environments and operating platforms. Supports users by developing documentation and assistance tools for implemented solutions. Provides clear and concise written and oral communications to technical staff, functional representatives and supervisor. Works in a team environment including collaboration on solutions from concept to completion. Provides technical expertise in the development and evaluation of request for proposals. Performs related work as required.

Other Important Duties

Keeps informed and abreast of major trends and developments in information technology by researching new technologies and software products through professional publications and other means. Participates in educational opportunities. Communicates and relates technology trends and practices to City business community. Performs related work as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Considerable knowledge and understanding of computer systems and programs, web technology and current industry trends and best practices for web development, policies and procedures, project management requirements, procedures and techniques. Ability to apply best practice techniques to web for viewing across multiple devices. Knowledge of content management systems. Knowledge of web application development using multiple programming technologies, leveraging multiple platforms. Ability to analyze and convert business requirements into design specifications. Ability to apply sound change management techniques in implementing technical solutions. Ability to conduct independent research and define results. Ability to devote required attention to detailed work. Ability to interact effectively with functional representatives and technical co-workers one-on-one and/or in team environments. Ability to organize time and resources for maximum benefit. Skill in verbal and written communication. Skill in time management, and self-motivation. Strong analytical, design, and coding

skills for providing simple to complex solutions recommendations. Skills to include, but not be limited to, use of the following tool sets: Microsoft Office 2010 desktop toolset, (Access, Word, Excel, etc.), Extremely proficient in HTML, CSS3 and Photoshop; working knowledge of content management systems, SQL, XML and Illustrator; familiarity with ASP.NET, jQuery, AJAX and other similar coding languages. Web Content Management Systems or comparable web development skills. Experience with the use of graphic design software in order to manage usability and delivery of creative application interfaces to enhance the user experience. Experience with developing and implementing online marketing, viral technology; email, blogs, wikis, and social media networking strategies to build brand awareness, expand reach, cultivate citizen engagement and enhance relationships.

Minimum Training and Experience

Possession of a bachelor's degree in computer science, management information systems, human-computer interaction, graphic arts, communications, public relations or a related field and one years of technical experience in design and development of web sites, web pages and web applications; or an equivalent combination of training and experience.

Necessary Special Requirement

Designated positions assigned to this class may require a valid Class E State driver's license at the time of appointment.

Established: 7-12-14